

50 PLUS REPORT ONLINE MAGAZINE

50 Plus Report Online Magazine and Social Media Sites

The **50 PLUS REPORT** Online Magazine (www.50PlusReport.com) and Social Media sites: Facebook, Twitter, Google+ Pinterest and YouTube, bring weekly news, information, interviews, stories and blogs for the 50+ generation. An important mission of the 50 PLUS REPORT online magazine and social media sites is to create meaningful, enriching and interactive experiences for the 50+ Community around the world, where visitors can share topics and experiences that can be helpful to millions of our readers.

A “BOOMING” TARGET AUDIENCE



As of January, 2014, *75 million Americans were over age 50* – U.S. Census Bureau

Another 77 million boomers are now approaching retirement. In fact, each year, more than 3.5 million boomers join the 55-and-up club.

Every 7 seconds in America, a person turns 50, that's 12,500 people every day.

The 50+ are transforming aging, defining it with more vigor, motivation and purpose. For the first time in history, there are more Americans 65 and older than the *entire population of Canada!*

Currently, Americans over 50 represent a whopping 45 percent of the U.S. population – AARP.

- By the year 2018, almost 50% of America's adult population will be over the age of 50 and this group will control 75% of the nation's disposable income.
- Throughout the world today, there are more people aged 65 and older than the entire populations of Russia, Japan, France, Germany and Australia—*combined*.

TAPPING AUDIENCE SPENDING POWER



The *50 PLUS REPORT* targets the *50+ generation who earn \$3.4 Trillion in annual income*, which accounts for 42% of all after tax income. – *U.S. Consumer Expenditure Survey*

This market is now the biggest population segment, in size and percentage, in the United States. Because of the huge size of the 50+ demographic, boomers create huge opportunities for companies that can meet their demanding needs.

The 50+ are the fastest growing, most powerful and highest income demographic in America (\$2.9 trillion annual spending power) – Bureau of Labor Statistics.

The 50 Plus generation is America's biggest untapped market for products and services that represent 50% of all discretionary spending power. – *U.S. Consumer Expenditure*

The 50+ outspend younger adults online 2:1 on a per capita basis. – *Forrester Research.*

Baby Boomers account for 55% of consumer packaged goods sales and outspend the average consumer in nearly every other category. – *U.S. Consumer Expenditure Survey.*

As Baby Boomers mature, they will reshape America's marketplace for goods and services. Boomers won't simply grow old, they will transform aging itself.

The 50 PLUS REPORT helps fill the programming need for the generation that represents more than 80 Million consumers.